

SECTION C

DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

1. BACKGROUND

As one of the nation's principal conservation agencies, the National Park Service (NPS) has the responsibility to protect some of our most treasured natural and cultural resources. In order to preserve these treasures, it is important that they be interpreted in ways that help visitors understand them, appreciate their value, and enjoy their beauty. It is also important that those who visit NPS sites be assured that their visits are safe and enjoyable.

Since its earliest days, the NPS has relied on the use of a variety of interpretive media to assist in the effort to protect its resources and assure the comfort and the safety of its visitors. Since 1970 these media have been planned, designed, and produced at the Interpretive Design Center in Harpers Ferry, West Virginia, also known as the Harpers Ferry Center (HFC).

Interpretive exhibits produced by HFC are designed to compliment the visitors' other park experiences. It is important, therefore, that NPS exhibits be planned and designed to standards equal to the significance of their subjects and consistent with their central role in our interpretive efforts.

NPS exhibits are developed through team efforts that involve HFC staff, the staff of individual parks, other NPS support offices, and Contractors. Other partners, including groups with special ties to a park, and groups with a special interest in a particular exhibit topic may also become involved in projects.

Projects range from small exhibits at specific sites to major museum installations. Target ranges for production will be included in each individual Task Order and will vary depending on the complexity of each individual project.

2. PURPOSE

The purpose of this contract is to expand HFC's capacity to develop, plan and design interpretive media. Work under this contract will be monitored by HFC staff and NPS park and regional personnel.

3. **DEFINITIONS**

The following terms are provided to facilitate an understanding of the requirements of this solicitation:

- A. **Days** - “Days” referenced in this contract means “calendar days.”
- B. **Comprehensive Plan** – This plan is a combination of detailed technical and management approaches that include quality control and provisions for the coordination and interaction between the Project Manager and others. The plan is the first part of your proposal and then becomes an integral part of the contract.
- C. **Project Management** - Management of all work performed under this contract including quality control.
- D. **Quality Control** - Those actions taken by the Contractor to control the production of performance outputs to ensure that they conform to the contract requirements.
- E. **Target Range** - Estimated square footage costs or target budget for production of exhibit elements in relation to the size of the facility and complexity of the project.
- F. **Value Analysis** - An organized effort directed by a person trained in value analysis techniques to analyze the functions of systems, equipment, facilities, services, and supplies for the purpose of achieving the essential function at the lowest life cycle costs consistent with the required performance, reliability, quality and safety.

Evaluation factors used by the National Park Service are: to protect cultural and natural resources, provide for visitor enjoyment, improve efficiency of park operations, and to provide cost-effective, environmentally responsible, and otherwise beneficial development for the national park system.

Value analysis can occur at any point or points in the development process. Common elements of a workshop include: review of project purpose and functional analysis, consideration of alternatives, use of evaluation factors, review of costs both initial and life-cycle, benefit/cost analysis, input of independent perspectives, and documentation of decisions.

The National Park Service conducts both full Value Analysis workshops as well as mini-Value Analysis sessions. These are shorter versions of a full workshop and utilize a smaller team.

- (1) **Value Analysis Facilitation** – The National Park Service will facilitate or provide a certified facilitator to conduct the Value Analysis workshop or mini-Value Analysis.
- (2) **Team Members** – A full Value Analysis workshop team will generally consist of park and regional staff, HFC media staff, partners and independent outside experts on the media being evaluated.
- (3) **Material to be Analyzed** – The team will use one or all of the following: the Contractor's proposed Schematic, Concept or Final Plan as a basis for the Value Analysis process.

G. **Class B Estimate** – A preliminary estimate on the quantity and sizes of exhibit panels and cases, the types of materials, the number of electronic media, and labor costs.

4. **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide services including labor, materials, equipment, facilities, and travel, (except as otherwise specified in this contract), necessary to provide Exhibit Planning and Design Services.

In performing the requirements of this contract, the Contractor shall utilize the technical and management approaches proposed in response to the solicitation. The Contractor is allowed flexibility in performance under this contract to the extent that the performance outcomes specified in Section C of the contract and offered in the proposal are not lessened. Both parties recognize the Contractor's proposal in response to the solicitation as the baseline for performance. In the event of conflict between the provisions of the technical proposal and any other clause of this contract, the conflict shall be resolved in accordance with the Order of Precedence contained in **SECTION I**. The Government, upon award of this contract, will have full rights of ownership of the technical proposal, the data contained therein, and all deliverables submitted under this contract.

All work performed under this contract will be directed by the Government through issuance of individual Task Orders in accordance with the procedures outlined in Section G. Work under this contract shall be performed utilizing the work tasks described in the Scope of Work. The tasks described under Section 4.2, Exhibit Planning and Design, are listed and identify any or all possible tasks that the Government may include in a Task Order.

Task Orders will be issued to direct a single, several, or all of the tasks of the planning and design process. A schedule outlining completion and delivery dates for each task and associated deliverables will also be included in each Task Order. In no event will the Government be responsible for any work performed by the Contractor that is not undertaken pursuant to a duly executed Task Order signed by the Contracting Officer.

4.1 **PROJECT MANAGEMENT AND COMPREHENSIVE PLAN WHICH INCLUDES QUALITY CONTROL**

Project Management is a critical component of this contract. The Contractor shall provide one Project Manager who will manage all elements of the contract from start to finish. The Project Manager will be the primary point of contact between the Contractor and all subcontractors, and between the Contracting Officer's Technical Representative (COTR) for all work performed.

The "Contractor's Comprehensive Plan, which includes Quality Control", shall become the standards for all work performed under this contract, which at a minimum includes:

- Research;
- Planning;
- Design; and
- Fabrication Review

The above areas are not intended to be all-inclusive.

In the area of Project Management and Comprehensive Plan, which includes Quality Control, the Contractor shall:

4.1.A **Quality Control**

Maintain quality control for all in-house and/or subcontracted work. Monitor the course and quality of work to ensure that assignments are completed in compliance with this contract.

4.1.B **Authority and Availability of the Project Manager**

Have full authority to act for the Contractor on all matters relating to operation of this contract. Be available to take or respond to telephone calls or electronic mail messages during normal hours of operation (8:30 am - 5:00 pm EST). Establish office procedures to ensure that messages are relayed to the Project Manager when out of the office or because of time zone differences. Emergency messages from the COTR shall be responded to the same day they are received. All non-urgent messages from the COTR shall be responded to in no less than two days.

4.1.C **Reviewed Material**

Review all submittals for legibility, accuracy, completeness, and compliance with contract requirements. Accurately cross-reference all details within any single or multiple document(s).

Receive and review comments and instructions on all submittals, which have been reviewed by the COTR, and ensure that the information is provided to the appropriate unit and/or person within the Contractor's organization for use in the project.

4.1.D **Project Coordination and Schedules**

Prepare all contract meeting and contract schedules and submit them to the COTR for review and approval. Maintain and track project schedules to ensure that the project is completed according to the schedule set forth in individual Task Order(s).

4.1.E **Government-Furnished Material**

Receive all Government-Furnished materials and ensure that they are provided to the appropriate unit and/or person within the Contractor's organization for use in the project. Inform the COTR when Government-Furnished materials are unsatisfactory for use in the project within seven days after receipt.

4.1.F **Status Reports**

Prepare and submit an electronic status report every six months which lists all active Task Orders by number and includes, at a minimum, the name of the park and/or client, type of work being performed and results achieved during the reporting period, an indication of any current problems that may impede performance, the proposed corrective action, and the completion date.

4.1.G **Submittals**

Prepare and submit information to the COTR for review and approval. For the purpose of this contract, a submittal is defined as all samples, documents (i.e., drawings, schedules, facsimiles), electronic files, and other materials that together represent the level of development of work at a given time, and shall be provided by the Contractor to the COTR for review and approval.

The following are minimum standards for submittals. Detailed specifics will be identified in individual Task Orders.

4.1.G.1 **Preliminary Submittal**

Prepare and submit a preliminary submittal to the COTR.

4.1.G.2 **Revised Submittal**

Prepare and submit a revised submittal incorporating all COTR comments from the preliminary.

4.1.G.3 **Copies**

Provide three copies of each document and one copy of all electronic files.

4.1.H **Comprehensive Plan Which Includes Quality Control**

Implement and maintain the Comprehensive Plan, which includes Quality Control as contained in the Technical Proposal.

4.2 **EXHIBIT PLANNING AND DESIGN**

In the area of Exhibit Planning and Design, the Contractor shall:

4.2.A **CONDUCT AND/OR PARTICIPATE IN CHARETTES OR DESIGN WORKSHOPS AND PREPARE REPORTS**

4.2.A.1 **Travel to Site**

Travel to the site designated in the Task Order to lead and/or participate in a developmental Charette or Design Workshop.

4.2.A.2

Plan the Charette or Design Workshop

Communicate with the COTR, park and/or client to set the date, time, and meeting locations. Coordinate travel and meeting locations and times. Submit agenda to the COTR for review and approval prior to the Charette or Design Workshop. At a minimum, provide a description of the goals, an agenda, a list of materials to be provided by the Contractor for use by the participants, and any special facilities or Government-Furnished Equipment or materials needed.

4.2.A.3

Facilitate the Charette or Design Workshop

Ensure that the facility and materials are ready for the Charette or Design Workshop, facilitate the Charette or Design Workshop, record and collect all relevant information, comments, ideas, and products generated.

4.2.A.4

Prepare a Report

Prepare a report, using information and materials collected during the Charette or Design Workshop, which summarizes the proceedings and submit to the COTR for review and approval.

4.2.A.5

Participate in a Charette or Design Workshop

Attend Charette or Design Workshop set up by the COTR. Coordinate travel, times, and locations with the COTR. Discuss the role, and review the background information provided. Take notes during the Charette or Workshop and provide the COTR with a copy of the notes for review and approval.

4.2.B **CONDUCT OR PARTICIPATE IN FRONT-END, FORMATIVE, AND SUMMATIVE EVALUATIONS AND PREPARE REPORTS**

4.2.B.1 **Conduct Front-End, Formative, and Summative Evaluations**

Conduct evaluations during any phase of the project. Prepare a written Evaluation Methodology Plan for conducting each evaluation phase. The methodologies employed may include any or all of the following social science research and diagnostic tools: literature review, personal interviews, focus groups, brief questionnaires, observations, and tracking studies as well as other methodologies. Describe any Government-furnished equipment or personnel and facilities required to accomplish the evaluations. The plan shall be submitted to the COTR for review and approval prior to finalization.

Communicate with the park and/or client to set the date, time, and meeting locations. Coordinate the travel, date, time, and meeting locations with the COTR.

4.2.B.2 **Prepare Evaluation Reports**

Collect and organize responses to the evaluations and prepare an electronic report that contains information regarding methodology used to gather information, demographics and size of study groups, and a summary and analysis of the information collected. This report shall be submitted to the COTR for review and approval.

Media developers shall incorporate the results of the evaluation into the planning and design process to enhance the effectiveness of the interpretive media.

4.2.B.3 **Participate in an Evaluation**

Attend an evaluation exercise conducted by others and set up by the COTR. Coordinate travel, times, and locations with the COTR. Discuss the role, and review the background information provided. Take notes during the evaluation process and provide the COTR with a copy of the notes for review and approval.

4.2.C **PERFORM RESEARCH, PREPARE RESOURCE INFORMATION,
AND RESOURCE PACKAGES**

4.2.C.1 **Conduct Research**

Conduct research on specific subject-matter information. Locate and identify graphics, artifacts, and display objects. Collect, summarize, and organize information for the research packages to be used in the development of the project.

Use the most cost-effective methods to conduct research and use sources and sites that will provide the most reliable information. Prepare and submit a schedule to the COTR for review and approval prior to finalization and accomplishment of the work.

4.2.C.2 **Prepare Resource Packages**

Assemble and submit the Project Resource Package to the COTR for review and approval. Research, locate, identify, document, photograph or copy, and compile source materials related to the educational and interpretive objectives for the exhibits.

A list of all resource materials that need to be procured shall be prepared by the Contractor and submitted to the COTR for review and approval. Any research materials found which might relate to the subject of the exhibit should be forwarded to the COTR for review and approval in photocopy format.

(a) The list for acquisition of graphics and artwork shall be specific and contain the following information:

- Copy of the image;
- Negative or identification number;
- Description of image;
- Notes on availability of image;
- Maximum time frame image is available;
- Acquisition cost;
- Format;
- Size;
- Collection;
- Location data;
- Source with addresses, indicating where the original is located;
- Lead time on acquisition of image;
- Contact person, including department;
- Telephone number; and
- E-mail address.

Information about user fees shall be provided for the following:

- (1) A license for one time non-exclusive use in the name of the National Park Service for all graphics, artwork and stock footage used in the exhibits or exhibit media, including use in a website; and
- (2) A license for unlimited, one time non-exclusive use in the name of the National Park Service for artwork, graphics, and stock footage to be used in audiovisual productions, including use in a website. Refer to Section G, "Rights in Data - Special Works" Clause.

Based on the information received, the Government will determine what source materials will be purchased.

If acquisition of any source material is expected to require more than a few weeks, an explanation shall be included describing the anticipated acquisition delays or other problems.

- (b) For artifacts and display objects, the list shall include the following information:
- Black and white photo copy;
 - Catalog or identification number;
 - Description;
 - Notes on condition;
 - Recommended treatment;
 - Source with addresses, indicating where the original is located;
 - Lead time on acquisition of artifact or display object;
 - Notes on availability of artifact and/or display object;
 - Maximum time frame artifact and/or display object is available;
 - Acquisition cost;
 - Contact person, including department;
 - Telephone number; and
 - E-mail address.

4.2.D **DEVELOP AND PRODUCE A SCHEMATIC PLAN**

4.2.D.1 **Schematic Plan**

Use all information generated through meetings and research, to develop and produce a Schematic Plan. Requirements for more than one design alternative may be specified in the Task Order. The Schematic Plan shall be submitted to the COTR for review and approval.

4.2.D.2 **Plan Format**

Prepare Schematic Design document. At a minimum, the Schematic Plan shall contain the following:

- (a) Identification of the document, park, production location, Contractor, HFC Department, agency, or other entity;
- (b) Date of the document submission;
- (c) Table of contents;
- (d) Project background, interpretive goals, intended visitor reaction, and an exhibit area walk-through describing general content of each exhibit and the interpretive techniques proposed for each;
- (e) Exhibit sketches and a floor plan (i.e., bubble diagram) of the visitor center with major traffic flow patterns and the location of the thematic areas;
- (f) Sample of the writing style to be used for the exhibit;
- (g) Available resources such as major artifacts, graphic collection and outside experts; and
- (h) A description of architectural modifications to the exhibit space.

4.2.D.3 **Production Estimate**

Prepare and submit a preliminary estimate of the cost to fabricate and install the proposed exhibits. The estimate shall fall within the production cost target identified in the Task Order. Target ranges or target budget for production will be included in each Task Order and will vary depending on the complexity of each individual project.

Exhibit elements or techniques, which are considered high-cost, shall be highlighted.

4.2.D.4 **Presentation of the Schematic Plan**

Travel to the site designated in the Task Order to present the Schematic Plan.

4.2.D.5 **Revisions**

Revise the Schematic Plan based on review comments provided by the COTR or documented in the Value Analysis report.

4.2.E **PARTICIPATE IN VALUE ANALYSIS WORKSHOPS**

4.2.E.1 **Contractor Participation**

Participate in a Value Analysis or mini-Value Analysis. The Contractor shall travel to a specified site, or be available by telephone to participate in a Value Analysis workshop or mini-Value Analysis. The Contractor shall be required to:

- (a) Provide information regarding the interpretive intent and proposed visitor experience desired;
- (b) Provide a Class “B” estimate of exhibit costs;
- (c) Explain and verify estimated budget costs of the media elements;
- (d) Provide an estimate of life-cycle costs and reliability of elements; and
- (e) Participate in the discussion regarding alternatives to the proposed interpretive plans.

4.2.E.2 **Results of the Value Analysis Workshop or mini-Value Analysis**

Use the recommendations and revisions contained in the Government-Furnished report to revise or correct the Schematic, Concept or Final Plan.

4.2.F **DEVELOP, PRODUCE AND PRESENT A CONCEPT PLAN**

4.2.F.1 **Concept Plan**

Use the approved Schematic Plan, research documents, resource packages, meeting reports and other documentation provided by the NPS and the COTR, incorporating all revisions and suggestions, to produce the Concept Plan. The Plan shall be submitted to the COTR for review and approval prior to finalization.

4.2.F.2 **Plan Format**

Prepare Concept Plan. At a minimum, the Concept Plan shall contain the following:

- (a) Identification of document, park, project location, Contractor, HFC Department, agency, or other entity, the date of the document submission, and table of contents;
- (b) Detailed floor plan of the exhibit area showing each exhibit by name, drawings that provide a broad overview of the exhibits and their general appearance, and elevations of one or two features;
- (c) Samples of graphic layouts which include type styles, color palettes and graphic design approach;
- (d) Interpretive outline of each thematic area which describes the topics to be covered, the visitor experience, and interpretive goals;
- (e) Draft text of headlines and introductory paragraphs or main text for each thematic area;
- (f) Facsimiles of a sample number of proposed graphics;
- (g) Art and illustration styles;
- (h) Visual and narrative description of kinds of objects;

- (i) Architectural modifications required to make existing facilities suitable for proposed exhibits and an estimate of their cost; and
- (j) Schedule with dates for completion of the assigned work.

4.2.F.3 **Production Estimate**

Prepare and submit a preliminary estimate of the cost to fabricate and install the proposed exhibits. The estimate shall be based on an exhibit-by-exhibit area breakdown of costs and shall fall within the production cost target identified in the Task Order. Target ranges or target budgets for production will be included in each Task Order and will vary depending on the complexity of each individual project.

4.2.F.4 **Audiovisual Programs and Interactives**

Provide a written description of audiovisual programs, interactive devices, or other elements and treatments, including the title and number of the exhibit within which the audio or video element shall appear.

Provide basic information on any specialized or non-standard AV equipment requirements.

4.2.F.5 **Exhibit Numbering System Guidelines**

Use the standard National Park Service exhibit numbering system. Refer to Attachment A for the Exhibit Numbering System Guidelines. The Contractor shall not substitute alternate numbering systems.

4.2.F.6 **Planning Database**

Compile, edit, and submit exhibit plan data as a database file which can be imported into Claris FileMaker Pro 3.0 or higher for Macintosh or Windows by the COTR. In some instances, the COTR will specify in the Task Order that only the database file names, graphic schedules and graphic production schedules are needed.

Use the same field names for data and the same data format as shown in 4.2.I Standards, 4.2.I.4 Production Schedules (See Attachment F). The name of the park and the exhibit shall be included on all schedules.

The National Park Service has developed a data base application program entitled, "The Museum Exhibit Planner," Version 16 or higher. This program runs under the commercial database Claris FileMaker Pro 3.0 or higher for Macintosh or Windows. In order to use the database, the Contractor shall purchase the commercial program and the computer equipment to efficiently run the program. The Contractor may choose to use any or all aspects of the program that facilitate work and meet requirements of this contract. Upon request, the Government will furnish a copy of the current "The Museum Exhibit Planner," Version 16 or higher application program to the Contractor.

Material in any other computer program shall be submitted by the Contractor in a format which can be imported into be "The Museum Exhibit Planner," Version 16 or higher by the COTR. The Contractor shall supply written directions for importing data from the Contractor's database into "The Museum Exhibit Planner."

4.2.F.7 **Presentation of the Concept Plan**

Travel to the site designated in the Task Order to present the Concept Plan.

4.2.F.8 **Revisions**

Revise the Concept Plan based on review comments by the COTR or documented in the Value Analysis report.

4.2.G **FIND AND SELECT GRAPHICS AND ARTIFACTS AND PREPARE RESOURCE INFORMATION**

Find and select graphics and artifacts. Prepare resource information that will be used to acquire graphics and use rights and to purchase and/or locate artifacts or objects to be used in the exhibits.

4.2.G.1

Graphic Images

Submit graphic facsimiles. Graphic facsimiles shall consist of color or black and white copies of graphic material.

At a minimum, each image shall be identified with the following:

- Negative or identification number;
- Description of image;
- Notes on availability of image;
- Maximum time frame image is available;
- Acquisition cost;
- Format;
- Size;
- Collection;
- Location data;
- Source with addresses, indicating where the original is located;
- Lead time on acquisition of image;
- Contact person, including department;
- Telephone number; and
- E-mail address.

Information about user fees shall be provided for the following:

- (a) A license for one time non-exclusive use in the name of the National Park Service for all graphics, artwork, and stock footage used in the exhibit or exhibit media, including use in a website; and
- (b) A license for unlimited, one time non-exclusive use in the name of the National Park Service for artwork, graphics, and stock footage to be used in audiovisual productions, including use in a website. Refer to Section G, "Rights In Data-Special Works" Clause.

Based on the information received, the Government will determine what images will be purchased.

If acquisition is expected to require more than a few weeks, an explanation should be included describing anticipated acquisition delays or other problems.

4.2.G.2

Artifacts and Display Objects

Submit facsimiles of artifacts and display objects. Facsimiles of the objects shall consist of black and white or color images of objects. At a minimum, each facsimile shall be identified with the following:

At a minimum, each facsimile shall contain the following:

- Description of artifact and/or display object;
- Catalog or identification number;
- Notes on availability of artifact or object;
- Maximum time frame artifact or object is available;
- Acquisition cost;
- Location data;
- Notes on condition;
- Recommended treatment;
- Source with addresses, indicating where the original is located;
- Lead time on acquisition of artifact or object;
- Contact person, including department;
- Telephone number; and
- E-mail address.

If acquisition is expected to require more than a few weeks, an explanation shall be included describing the anticipated acquisition delays or other problems.

4.2.H **DEVELOP AND PRODUCE A FINAL EXHIBIT PLAN PACKAGE**

4.2.H.1 **Final Exhibit Plan Package**

Use the approved Concept Plan, incorporating all revisions, to produce a Final Exhibit Plan Package. The Plan shall be submitted to the COTR for review and approval prior to finalization. This Plan will be used by the Government as a production or bid package. Production will be completed in accordance with Attachment B, Standard Fabrication Specifications. The Plan shall identify all deviations from the Standard Fabrication Specifications.

4.2.H.2 **Exhibit Text**

Develop and prepare all headlines, text, and labels for use in the exhibit. Use information generated through research, meetings with the park staff, and review comments and revisions to write draft exhibit text.

4.2.H.3 **Exhibit Layouts**

Develop and prepare computer-generated files for all graphic panels. These computer-generated layouts shall:

- (a) Be a full representation of the panel or exhibit;
- (b) Include low resolution images, representations of objects and artifacts in scale, all exhibit text and other graphic elements; and
- (c) Include graphic, artifact and label identification numbers and panel dimensions which are placed on layers separate from the graphic material.

Provide printed or hard copies of the digital files. These shall be sized so that all text is legible for review.

The digital files are the record of the final exhibit content. Provide copies of the layouts and a report or printed directory that shows all files included on the disc, including fonts and placed images. Provide the computer disc that includes all application files and source files, including Encapsulated Postscript (EPS) and Tag Image Format File (TIFF) files with graphics present and correctly linked, and all fonts with both screen and printer fonts.

- (a) Discs, cartridges, and CD-ROM's shall be identified by project name on one or more of the following Mac-formatted media: 100 MB Zip, CD-ROM or other media approved in advance by the COTR.
- (b) Software applications such as Quark XPress, In Design, PageMaker, Illustrator, Photoshop, and Freehand shall be used. Other software shall be approved in advance by the COTR prior to use.
- (c) Documents shall be actual in size or proportional to the final output size. If proportional to final output size, a notation shall be provided that states the percentage of the final size (i.e.: "Layout is at 50% of final size"). Final output device shall be identified and the appropriate color palette set for color matching.

4.2.H.4

Design Control Drawings

Develop and produce a drawing package that, at a minimum, includes:

- (a) Cover sheet that identifies the Park, project location, date of submission, and table of contents;
- (b) Floor plan of the facility showing location of the exhibit site, the primary exhibit area with name and location of each exhibit, and references to exhibit detail drawings;
- (c) Floor plans and elevations of existing conditions indicating any modifications such as demolition and new construction;

- (d) Plan and elevation views of each exhibit identified by title and number showing all artifact, graphics, and typography with identification numbers. Include a floor plan on each sheet indicating the location of the exhibit depicted;
- (e) Typical construction details including plan, elevation, sectional, and isometric views;
- (f) Construction details of unusual exhibit structures;
- (g) Reflected ceiling plan of the exhibit area(s) indicating location of new lighting fixtures and hardware. Include a lighting schedule indicating type of fixture, track, or associated hardware required;
- (h) An electrical plan of the exhibit area indicating floor and wall outlets and ceiling junction boxes, power circuits, and power load for each exhibit or audiovisual element;
- (i) Listing of all colors, materials, and finishes to be used;
- (j) Listing of all furnishing or other “off-the-shelf” items and equipment including the name, address, and telephone number of the supplier and/or manufacturer of each item;
- (k) Location of remote AV equipment and routing of AV signal wiring;
- (l) Exhibit power, lighting and AV control switch locations; and
- (m) Description of exhibit start-up, operation and shut-down procedures.

Ensure that all drawings are legible when reduced to 50% or when reproduced by standard microfilm image storage. The Contractor shall provide paper copies and computer discs when drawings are computer-generated. Each disc shall be identified with the project name, the park, and the name and version of the program used to produce the drawings.

4.2.H.5 **Production Estimate**

Produce a detailed production estimate broken down by individual exhibit areas or elements contained in the accepted Final Exhibit Plan Package. The estimate shall be prepared in a computer file that can be translated or opened by the most current versions of Microsoft Word, Microsoft Excel, or Claris FileMaker Pro.

4.2.H.6 **Audiovisual Treatments**

Prepare a comprehensive audiovisual production proposal for each audiovisual exhibit component. The treatment shall provide sufficient detail for use and a working model from which a script or program can be generated.

At a minimum, the treatment shall include:

- (a) A creative approach and story line;
- (b) A description of participants, their roles and general conversation or narration;
- (c) A general description of scenes and locations;
- (d) Estimated length of program;
- (e) Visuals that will be used such as animation, interviews, live action, stock footage;

- (f) General outline of how each audiovisual element will be accomplished; and
- (g) Cost estimate that includes a license for unlimited, one time non-exclusive use in the name of the National Park Service, including use in a website. Refer to Section G, “Rights In Data – Special Works” Clause.

4.2.H.7

Audiovisual Equipment and Wiring Diagrams

Develop a list of audiovisual equipment including:

- (a) Required hardware;
- (b) Wiring diagrams and control requirements;
- (c) Programmed lighting systems controlled by AV systems;
- (d) Manufacturer’s information sheets, manufacturer and/or supplier’s address, telephone number, model name and number or other positive identification, and information regarding accessories and additional equipment; and
- (e) Special order items and items which are not normally available from a manufacturer’s stock shall be identified.

All proposed equipment shall be submitted to the COTR for review and approval prior to inclusion.

4.2.H.8

Material, Color, and Finish Samples

Provide samples for all materials, colors, and finishes specified for the exhibits.

At a minimum, the samples shall include:

- (a) Screenprinting inks - Use the Pantone 1000 color chips;
- (b) Digital outputs - CMYK color chart or Pantone 1000 color chips;

- (c) Inside artifact cases - Include a description of the material's composition; and
- (d) Each material, color, and/or finish sample - provide the manufacture's name, code number, or other identifying information.

4.2.H.9

Graphic and Artifact Facsimile Pages

Prepare facsimiles of exhibit graphics and artifacts.

(a) **Graphic Facsimiles**

The images shall be of sufficient quality to allow identification of the content and shall include the entire graphic image, even if only a portion of the image is used.

At a minimum, the facsimiles shall include the identification number, name of the Park, project, and description of the subject.

(b) **Artifact Facsimiles**

At a minimum, artifact facsimiles shall include: identification number, name of Park, project, a description of the artifact or object, height, width, depth (in inches) and weight of the artifact, and attributes that impact the placement of an artifact within an exhibit case.

4.2.H.10

Art Reference and Style References

Prepare reference materials for use in the development of original illustrations, maps, sculptures, models, dioramas, scrims, life-sized figures, and other unique interpretive elements. At a minimum, the material shall contain a narrative description of design and interpretive intent, final production specifications, examples, samples, and other visual material to be used for production.

4.2.H.11 **Original Graphics and Artwork**

Provide original graphics, transparencies, or artwork required for high resolution scanning.

4.2.H.12 **Production Schedules**

Provide Graphic, Artifact, Equipment, Contract Art, and Digital Graphic Layout schedules in the format provided in the “The Museum Exhibit Planner,” Version 16 or higher under “Report Layouts.”

Schedules prepared in any other computer program shall be submitted by the Contractor in a format which can be imported into be “The Museum Exhibit Planner,” Version 16 or higher by the COTR. Supply written directions for importing data from the Contractor’s database into “The Museum Exhibit Planner”.

In some instances, the COTR will specify in the Task Order that only the database file names, graphic schedules and graphic production schedules are needed. Use the same field names for data and the same data format as shown in 4.2.I Standards, 4.2.I.4 Production Schedules (See Attachment F). The name of the park and the exhibit shall be included on all schedules.

4.2.H.13 **Presentation of the Final Plan**

Travel to the site designated in the Task Order to present the Final Plan.

4.2.H.14 **Revisions**

Revise the Final Plan based on review comments by the COTR or documented in the Value Analysis report.

4.2.I **EXHIBIT STANDARDS**

All exhibits planned and designed shall be produced in accordance with the following standards:

- 4.2.I.1 Exhibit Numbering System Guidelines, Attachment A
- 4.2.I.2 National Park Service Standard Fabrication Specifications, Attachment B
- 4.2.I.3 Special Population: Programmatic Accessibility Guidelines for Interpretive Media, Attachment C
- 4.2.I.4 Editorial Style Guide Harpers Ferry Center National Park Service, Attachment D
- 4.2.I.5 Summary of Exhibit Conservation Guidelines, Attachment E
- 4.2.I.6 Production Schedules, including database field names; sample graphic schedule, and sample graphic production schedule, Attachment F

4.2.J **DEVELOP AND PRODUCE MATERIALS TO SUPPORT EXHIBIT DEVELOPMENT**

Develop and provide any or all of the following additional products, which support exhibit development.

4.2.J.1 **Promotional Materials**

Develop and produce promotional materials as set forth in the Task Order.

4.2.J.2 **Perspective Color Renderings**

Develop and produce perspective color renderings as set forth in the Task Order.

4.2.J.3 **Models**

Develop and produce a scale model showing the shape, size, and orientation of exhibit elements as specified in the Task Order.

4.2.J.4 **Prototypes**

Develop and produce prototypes for testing of proposed exhibit elements specified in the Task Order.

4.2.J.5 **Color Sample Boards**

Develop and produce color sample boards including exhibit and interior finish samples as specified in the Task Order.

4.2.K **FABRICATION REVIEW SERVICES**

Provide technical support during the fabrication of the project. Work in this area shall be performed as one or more of the following tasks:

4.2.K.1 **Production-Ready Graphic Exhibit Material**

Prepare computer-generated material that is ready for output by others and includes high resolution scans of graphic material, final text, colors and graphic treatments. Resolution of material shall be appropriate for the required final panel size. Provide full color copies of the material and the computer discs that include all application and source files. ESP and TIFF files with graphics present and correctly linked and all fonts with both screen and printer fonts shall be included. Discs, cartridges, and CD-ROM's shall be identified by project name on one or more of the following Mac-formatted media: 100 MB Zip; 88 or 200 MB SyQuest, CD-ROM or other media approved in advance by the COTR.

Additional materials, software, and output information may also be required:

- (a) Provide original graphics, transparencies, or artwork required for high resolution scanning and a report or printed directory that shows all files included on the disc including fonts and placed images.
- (b) Software Applications such as QuarkXPress, In Design, PageMaker, Illustrator, Photoshop, and Freehand shall be used under this contract. Other software shall be approved, in advance, by the COTR.
- (c) Output - Documents shall be actual size or proportional to the final output size. Final output device shall be identified and the color palette set for color matching.

4.2.K.2

Revision of Exhibit Layouts

Revise layouts when materials selected and included in the layout are found to be unavailable, sized incorrectly, or text is incorrect. At a minimum, the Contractor shall:

- (a) Select substitutions for graphics and artwork when the original source material cannot be located or use rights purchased;
- (b) Revise layouts due to substitution of graphics and artwork or minor corrections to text originally prepared by the Contractor; and
- (c) Revise layouts or positioning of graphics or artifacts when objects cannot be obtained, are the incorrect size on the original drawings, or are otherwise unusable.

4.2.K.3 **Review of Shop Drawings or Fabrication Drawings**

Review and comment on shop or fabrication drawings. Ensure that the design intent is maintained, that measurements are correct, and that the details are reasonable.

4.2.K.4 **Production Meetings and Inspection of Fabrication Work**

Attend inspection meetings where advice and information from the planning and design team is required. Such meetings may include final project reviews, postaward conferences with contract fabricators, and visits to the contract fabricator's facility or installation site. Requirements for meetings will be specified in the Task Order.